

ABSTRACT

A system and method for providing a personalized advertisement for a good or service for display to a user is described. The system includes a communications device operated by the user; a virtual person database comprising information about the user; and a search engine useful for finding advertisements of interest to the user and generating personalized advertisements for display on the communications device. The method includes the steps of storing data concerning the user in a virtual person database wherein the database, searching the virtual person database and accessing at least one vendor's advertisement, selecting at least one vendor's advertisement based on time and location of the communications device and content of the virtual database, personalizing the advertisement to target the user, transmitting the personalized advertisement to the user's communications device, and updating the virtual person database upon the response of the advertisement by the user.